

2010 SEASI Conference & Exhibition

May 17 - 20 • HOTEL EQUATORIAL HO CHI MINH CITY, VIETNAM

~Conference Programme~

TIME		ACTIVITY	LOCATION
10:00	20:00	Pre-Registration	Ballroom Foyer, Level II
18:00	18:45	Chairpersons & Speakers Briefing	Saigon II, Level II
19:00	22:00	Welcome Reception	Saigon I, Level II

TIME		ACTIVITY
MONDAY, 17 MAY 2010		
08:00	09:00	Registration
OPENING CEREMONY		
09:00	09:10	Chairman's Welcoming Address
09:10	09:30	Address by Vice Minister, Ministry of Industry and Trade, Vietnam and Official Opening
09:30	09:40	Award Presentation

09:40	10:10	Tour of Exhibition Area/ Coffee Break	Ballroom Foyer & Saigon III
KEYNOTE SESSION - THE ECONOMIC CHALLENGES AND STEEL INDUSTRY			
Chairperson: Wikrom Vajragupta			
10:10	10:40	Keynote Address I "New Challenges for the Steel Industry After the Global Financial Crisis - Impact on Competitiveness of Asian Steel Manufacturers and How to Manage Them Successfully" by Johannes Greinacher, Managing Director, Badische Stahl-Engineering GmbH, Germany	
10:40	11:10	Keynote Address II "Strategic Initiatives to Meet the Challenges in a Competitive Market: An Indian Steel Manufacturer's Perspectives" by Dilip Oommen, CEO, Essar Steel Ltd. India	
11:10	11:40	Keynote Address III "Free Trade Agreements - Making the Minefield into a Goldmine" by Frank Debets, Partner, PricewaterhouseCoopers WMS Pte Ltd., Singapore	
11:40	12:10	Panel Discussion/ Q&A	

12:10	13:10	LUNCH BREAK	
AFTERNOON SESSION			
SESSION 1 - STEEL INDUSTRY AND MARKET DEVELOPMENT			
Chairperson: Michael Gundy			

TIME	ACTIVITY	SPEAKER	PAPER TITLE	INSTITUTION	
13:10	13:30	Presentation 1	Tan Ah Yong	Iron and Steel Industry in South East Asia - Performance and Prospects	SEASI
13:30	13:50	Presentation 2	Park Kyungsoh	Determinants of FDI Inflow into SEA in The Steel Industry	POSRI
13:50	14:10	Presentation 3	Jim Jia	China Steel Market Development and Outlook	MySteel
14:10	14:30	Presentation 4	Dr. Ahmed S.Firoz	Indian Steel Industry: The Present and The Future	Ministry of Steel, India
14:30	14:50	Panel Discussion/ Q&A			

TIME	ACTIVITY	SPEAKER	PAPER TITLE	INSTITUTION	
SESSION 2 - SUSTAINABILITY OF THE ASEAN STEEL INDUSTRY					
Chairperson: Chow Chong Long					
14:50	15:10	Presentation 1	John Johnson	Value Chain Development of ASEAN Steel Industry	CRU
15:10	15:30	Presentation 2	Mahadevan Venkatraman	Meeting the Challenges to Transforming the Customer Needs to Exceed the Expectations: Essar's Foray in Automotive Segment	ESSAR Steel Ltd.
15:30	15:50	Presentation 3	Ghislain Desjardins	Protecting People, Property and Assets in The Steel Industry	Dupont Sustainable Solutions
15:50	16:10	Presentation 4	Terry Chuay	Asian Iron Ore and Steel Market - New Pricing Dynamic and Opportunities	The Steel Index
16:10	16:30	Panel Discussion/ Q&A			

16:30	16:50	COFFEE BREAK			
SESSION 3 - COUNTRY REPORT 1 - Chairperson: Tan Ah Yong					
16:50	17:10	Country Report 1	Director of Australia	Update on Iron and Steel Industry Situation in Australia	National Committee, Australia
17:10	17:30	Country Report 2	Director of Indonesia	Update on Iron and Steel Industry Situation in Indonesia	The Indonesian Iron and Steel Industry Association
17:30	17:50	Country Report 3	Director of Korea	Update on Iron and Steel Industry Situation in South Korea	Korea Iron and Steel Association
17:50	18:10	Country Report 4	Director of Malaysia	Update on Iron and Steel Industry Situation in Malaysia	Malaysian Iron and Steel Industry Federation

19:00	22:00	Welcome Dinner (Hosted by VSA): Grand Ballroom, Hotel Equatorial Ho Chi Minh City, Vietnam		
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2010 SEASI CONFERENCE

TUESDAY, 18 MAY 2010

TIME	ACTIVITY	SPEAKER	PAPER TITLE	INSTITUTION	
MORNING SESSION					
SESSION 4 - COUNTRY REPORT 2 - Chairperson: Tan Ah Yong					
09:00	09:20	Country Report 5	Director of the Philippines	Update on Iron and Steel Industry Situation in Philippines Philippine Iron and Steel Institute	
09:20	09:40	Country Report 6	Director of Singapore	Update on Iron and Steel Industry Situation in Singapore National Committee, Singapore	
09:40	10:00	Country Report 7	Director of Taiwan	Update on Iron and Steel Industry Situation in Taiwan Taiwan Steel & Iron Industries Association	
10:00	10:20	Country Report 8	Director of Thailand	Update on Iron and Steel Industry Situation in Thailand Iron and Steel Institute of Thailand	
10:20	10:40	Country Report 9	Director of Vietnam	Update on Iron and Steel Industry Situation in Vietnam Vietnam Steel Association	
10:40	11:20	COFFEE BREAK			
TIME	SPEAKER/ INSTITUTION	PAPER TITLE	SPEAKER/ INSTITUTION	PAPER TITLE	
SESSION 5 A - RAW MATERIALS Chairperson: Dr. Dong-Yih Lin			SESSION 5 B - PROCESS IMPROVEMENT I Chairperson: Djoko Muljono		
11:20	11:40	Hadi Purwanto International Islamic University Malaysia	Pre-Reduced Iron Produced From Low Grade Ore Using Waste Biomass	David A. Domanski ABB, Sweden	Optimised Electromagnetic stirring in billet and bloom continuous casters for steel
11:40	12:00	Ved Prakash Lata Gemini Corporation N. V., Belgium	Steel Scrap Scenario from European and Asian Perspective	Andr� Fulgencio Siemens VAI Metals Technologies GmbH & Co., Austria	Charge Intelligent Sinter into Your Blast Furnace Achieve Real Cost-Efficiency with Siemens VAI Sinter Technologies
12:00	12:20	Christopher Ravenscroft Midrex Technologies, Inc., USA	Current Trends For World Direct Reduction Industry	Matthias Knoke LogoTek GmbH, Germany	Innovative Material Tracking and Identification Technology as Key Factor for Improved Delivery Performance and Quality
12:20	12:40	Matthias Moritz AUMUND F�rdertechnik GmbH, Germany	Energy optimised conveying solutions for DRI	Morris Liu Spraying Systems (China) Co., Ltd., China	BOF OFF-Gas Semi-Dry Cleaning System: A Case Study
12:40	13:00	Basso Makahanap Krakatau Steel, Indonesia	Reduction Characteristics of Lateritic Iron Ore	Dr Kyung-Shik Oh POSCO, Korea	Improvement of Center Segregation in a New Large 400x500 MM2 Bloom Caster with EMS and Soft Reduction
13:00	14:00	LUNCH BREAK			
AFTERNOON SESSION					
SESSION 6 A - OPERATION EXCELLENCE - STEEL MAKING I Chairperson: Dr. Chatchai Somsiri			SESSION 6 B - PROCESS IMPROVEMENT II Chairperson: Joseph Yong		
14:00	14:20	Manabu Adachi Sumikin Iron & Steel Corporation, Japan	Development for the Increase of Casting Sequences at Wakayama No.3 Slab Caster	Chih-Yuan Chen China Steel Corporation, Taiwan	Analysis of Transverse Corner Cracks of Microalloyed Steel and the Countermeasures
14:20	14:40	Dr. Patrick Tassot Calderys Taiwan Co., Ltd., Taiwan	Tundish Metallurgy and Steel Cleanliness	Eng Poh Tzan NatSteel Holdings Pte Ltd., Singapore	Development of Standard MIG Welding Procedure for Cage Welding at NSH, Singapore
14:40	15:00	Jun-Yen Uan, Professor National Chung Hsing University, Taiwan	A study on The New Approach for Refining Molten Steel Using a Used Reductive Slag	Dr. Dong-Yih Lin National University of Kaohsiung, Taiwan	Study on the Morphology and Heating Behavior of Inclusions in Selected Continuously Cast Steel
15:00	15:20	Takanori Endo Sumitomo Metal Industries, Ltd., Japan	Reinforcement of Steel Making Productivity at Kashima Steel Works	Yi-Tzong Juang China Steel Corporation, Taiwan	High-Competitive Products—The Development of Narrow Composition Steel
15:20	15:40	Mario Moser Siemens VAI Metals Technologies GmbH & Co., Germany	An Outline of Special Solutions for Carbon Steelmaking and Their Application in Recent Projects	John Westbrook Pall Corporation, USA	The use of Crossflow Technologies for Water and Waste Water Processes
15:40	16:00	Fanutti Giuliano Tenova Metal Making for Asia Pacific, Italy	Continuous Evolution of the Electric Furnace Process through the Consteel® and the EFSOP® Dynamic Process Control	Eddy Rukman Krakatau Steel, Indonesia	Process Improvements for Prevention Stain Defects (B49) On Hot Rolled Pickled & Oiled (HRPO) Product
16:00	16:20	COFFEE BREAK			
SESSION 7 A - OPERATION EXCELLENCE - STEEL MAKING II Chairperson: Dr. Chatchai Somsiri			SESSION 7 B - PLANT MANAGEMENT Chairperson: Djoko Muljono		
16:20	16:40	Peter Schanza Siemens VAI Metals Technologies GmbH & Co., Austria	Advanced Continuous Casting Technology Boosts Productivity and Product Quality of Asian Steel Producers	Hsu-Pin Wu China Steel Corporation, Taiwan	Equipment Maintenance Management System Establishment for a new Integrated Steel Plant.
16:40	17:00	Steve T.S. Won SGL Carbon, Taiwan	The Development of Hot Metal Charging Process in China	Dr. Tuan Hon Loye NatSteel Holdings Pte Ltd., Singapore	Challenges implementing ERP in Steel Mill Environment
17:00	17:20	Wang Dong Process Technology Int'l INC., China	Evolution of JetBOX™ System for EAF	Justin Tan NatSteel Holdings Pte Ltd., Singapore	A Culture of Continuous Improvement through NatSteel's Tata Business Excellence Model Journey
17:20	17:40	Jan Tagor Krakatau Steel, Indonesia	Utilization Of RH-Vacuum Degassing For Ultra Clean Steel Production At PT Krakatau Steel	Paolo Losso Danieli, Italy	The New Micromill Danieli (MI.DA®) at CMC Steel Arizona An Innovative Process for the Most
17:40	18:00	Tahir Yousaf Mian BRAUN Maschinenfabrik GmbH, V�cklabruck, Austria	Integrated Solutions for a Fully-Automated Grinding of Surface Flaws on Semi-Finished Steel Products	Oguz Siray PSI Business Technology for Industries GmbH, Germany	Production Management Solutions for Metals Industries
END OF DAY TWO					

2010 SEASI CONFERENCE						
WEDNESDAY, 19 MAY 2010						
TIME	SPEAKER/ INSTITUTION		PAPER TITLE	SPEAKER/ INSTITUTION		PAPER TITLE
MORNING SESSION						
SESSION 8 A - QUALITY IMPROVEMENT - FLAT PRODUCTS Chairperson: Dr. Dong-Yih Lin			SESSION 8 B - SAFETY & ENVIRONMENTAL MANAGEMENT Chairperson: A.K. Woo			
9:00	9:20	Chien-Chou Lin China Steel Corporation, Taiwan	Recent Development of Electrical Steel Sheets in China Steel Corporation	Pao-Hong Tong China Steel Corporation, Taiwan	Occupational Hygiene Management Information System Development in China Steel Corporation	
9:20	9:40	Ahmad Hafidz PT KHI Pipe Industries, Indonesia	Characteristic Of Spiral Welded Pipe API 5L – X60 for Sour Service Pipeline	Ramabhadran Srinivasan East Asia – DuPont Sustainable Solutions, Singapore	Driving Operational Efficiency Through Effective Contractor Safety Management	
9:40	10:00	Wun-Sin Hou Gloria Material Technology Corp., Taiwan	Development of Extra Fine Grain Structure of Superalloy 718	Shin-ichi Fujioka KYOEI Steel Ltd., Japan	Advanced Material and Chemical Recycling System in Steel Mini-Mill	
10:00	10:20	Andrea Scordi Danieli & Company, Italy	Quality Strip Production (QSP) via Thin Slab Casting and Rolling: The Ultimate Layout and Equipment Design Concepts	Trinh Van Hoan VN Steel, Vietnam	Remarkable Efforts of VNS on Improvement of Its Operation Effectiveness and	
10:20	10:40	Satoshi Shimoyama Kobe Steel, Ltd., Japan	Development of Softening Resistant Steel for Long-term PWHT	Tetsuya Yasuda Nippon Steel Engineering Co.,Ltd., Japan	Development of world's largest CDQ plant	
10:40	11:00	Wan Fu Lo China Steel Corporation, Taiwan	Surface Quality Improvement of GI Chromate Coating Product	Eka Syuhada K Krakatau Steel, Indonesia	Preparation Of Electric ARC Furnace Steel Slag As Hazardous Waste Using The Slag Atomizing Technology At PT Krakatau Steel-Indonesia	
11:00 11:20 COFFEE BREAK						
SESSION 9 A - TECHNOLOGY DEVELOPMENT - ROLLING Chairperson: Mario Taddeo			SESSION 9 B - OPERATION EXCELLENCE - FLAT PRODUCTS I Chairperson: Dr. Patrick Tassot			
11:20	11:40	Harald Tippe EBNER Industrie of enbau Ges.m.b.H., Austria	Cost-Effective Heat Treatment of Various Semi-Finished Products in Hydrogen	Rüdiger Holz SMS-Siemag AG, Germany	X-Roll Reversing Cold Mill - Flexible Plant Concept for Emergent Market	
11:40	12:00	Philippe Podda Siemens VAI Metals Technologies GmbH & Co., France	Implementation of High Capacity Continuous Annealing Lines with High Quality Manufacturing	Ming-Feng Lee China Steel Corporation, Taiwan	Development of Hot Rolled High Strength Structural Steels with Extra Heavy Gauge	
12:00	12:20	Chang-Hee, Choi TaeguTec Ltd., Korea	Tungsten Carbide Composite Rolls for Intermediate Mills	Stanley Hu Pall Corporation, Taiwan	Service Life Extension of the Alkaline Degreasing Bath Fluid in Steel Galvanizing Line at Arcelor-Mittal Steel Plant at Genk, Belgium	
12:20	12:40	Johann Kriechmair Siemens VAI Metals Technologies GmbH & Co., Austria	Plate Mill Technology for Energy Sector Applications	Dr. Iskandar Muda K Krakatau Steel, Indonesia	Failure Analysis of Work Roll Hot Strip Mill	
12:40 13:40 LUNCH BREAK						
AFTERNOON SESSION						
SESSION 10 A - NEW TECHNOLOGY - STEEL MAKING & ROLLING Chairperson: Dr. Patrick Tassot			SESSION 10 B - QUALITY IMPROVEMENT - LONG PRODUCTS Chairperson: Joseph Yong			
13:40	14:00	Mike Nitschke Waldrich Siegen GmbH & Co. KG, Germany	Roll Works Optimizer An Automatic Optimization Of Grinding Process By Artificial Intelligence e.g., Fuzzy Logic	Stefan Schwarz Friedrich Kocks GmbH & Co KG, Germany	Applications Of The KOCKS3 – Roll Technology	
14:00	14:20	Sepp Kohl SMS Concast AG, Switzerland	Mould Technology for the Future	Yoshihiro Ootagaki Godo Steel Ltd., Japan	Quality Improvement of Round Bars for Structural Use	
14:20	14:40	Thomas Jansson Lap Laser Applications Asia Pacific Pte. Ltd., China	Innovative Design of New Laser Based Thickness Gauges for Inline Measurement of Strip Thickness	Dr. Ananya Mukhopadhyay Danieli Automation, Italy	Technology for Quality Improvement of Rebars – Implementation Experience	
14:40	15:00	Joerg Busch IMS Messsysteme (Shanghai) Co., Ltd., China	Innovative measuring technologies in Cold Rolling Mills for basic and future products	Polporn Chatisathien Iron and Steel Institute of Thailand, Thailand	Inclusions in Steel: A Case Study of Cracked Wire Rod	
SESSION 11 A - COST & ENERGY REDUCTION I Chairperson: Mike Nitschke			SESSION 11 B - PRODUCT DEVELOPMENT Chairperson: Roberto Cola			
15:00	15:20	Jerry Haw Yew Hun NatSteel Holdings Pte Ltd., Singapore	Billet Hot Charging in NatSteel	Dr. Huei-Sen Wang I-Shou University, Taiwan	Study The Suitability of Super Duplex Stainless Steel for the Application of Lead-free Soldering Equipment	
15:20	15:40	Shingo Fuchimoto Godo Steel Ltd., Japan	Reduction of Fuel by Direct Charging	Dr. Kiho Rhee POSCO, Korea	Development of Non-Leaded Free Cutting Steel at POSCO	
15:40	16:00	Mario Taddeo Pyrotek Pty Ltd., Australia	Assessing the Effect A Refractory Insulation Lining Has On EAF Energy Consumption	Dr. Ir. R. Soekrisno Gadjah Mada University, Indonesia	Effect of Al on Corrosion Behaviour of as Cast Fe-Al-C Alloy In the 0.5% NaCl Solutions	
16:00	16:20			Dr. Akira Matsuzaki JFE Steel Corporation, Japan	Properties of Newly Developed Chromate-Free Coated Hot-Dip Galvanized Steel Sheet	
16:20 16:40 COFFEE BREAK						
SESSION 12 A - COST & ENERGY REDUCTION II Chairperson: Mike Nitschke			SESSION 12 B - OPERATION EXCELLENCE - FLAT PRODUCTS II Chairperson: Roberto Cola			
16:40	17:00	Ryutaro Seki JP Steel Plantech, Japan	Optimum Energy Management of Electric Arc Furnace	Johann Kriechmair Siemens VAI Metals Technologies GmbH & Co., Austria	SIROLL CM - Standardized modules with fit to purpose flexibility for the upgrading of cold rolling tandem mills to continuous operation or coupling to a pickling line	
17:00	17:20	A.K.Woo Korea Thermal Engineering, Korea	Heat & Energy Recovery for Reheating Furnace	Michael Schumann Adphos Thermal Processing GmbH, Germany	NIR-Technology, Opening a New Era in Surface Treatment of Flats	
17:20	17:40	Peter Schanza Siemens VAI Metals Technologies GmbH & Co., Austria	Energy Savings from the Coke Oven to the Steel Plant	Alfonso Rigotti Danieli & Company, Italy	Danieli Cold Mill Complex for Automotive Application Setting New Standards in The Production of Automotive Steel.	
17:40	18:00	Jakkrawut Jaroonsaratul Iron and Steel Institute of Thailand, Thailand	Improvement on Ladle Preheating with Regenerative Burners	Irsal K Krakatau Steel, Indonesia	Industrial PC Based For Thickness Gauge Application	
END OF CONFERENCE						

2010 SEAISI Conference & Exhibition
Hotel Equatorial Ho Chi Minh City, Vietnam ~ 17-20 May, 2010

Plant Tour Schedule (tentative)

Route #1 - Long Products

Date : Thursday, 20-May-2010

Time : 0700 to 1745

Plants : 1) Southern Steel Company (VN Steel)
2) Thep Viet Steel Corporation
3) Vina-Kyoei Steel Limited

Province : Vung Tau

Time	Activity
07:00 - 07:30	Registration: Hotel Equatorial Lobby
07:30 - 09:30	Depart from Hotel to Southern Steel Company (VN Steel)
09:30 - 11:00	Plant Visit at Southern Steel Company (VN Steel)
11:00 - 11:15	Depart to Thep Viet Steel Corporation
11:15 - 12:45	Plant Visit at Thep Viet Steel Corporation
12:45 - 14:00	Lunch
14:00 - 14:15	Depart to Vina-Kyoei Steel Limited
14:15 - 15:45	Plant Visit at Vina-Kyoei Steel Limited
15:45 - 17:45	Back to Hotel Equatorial

Route #2 - Flat Products

Date : Thursday, 20-May-2010

Time : 0700 to 1745

Plants : 1) BlueScope Steel Vietnam
2) Phu My Flat Steel Company (Vietnam Steel Corporation)
3) POSCO Vietnam

Province : Vung Tau

Time	Activity
07:00 - 07:30	Registration: Hotel Equatorial Lobby
07:30 - 09:30	Depart from Hotel to BlueScope Steel Vietnam
09:30 - 11:00	Plant Visit at BlueScope Steel Vietnam
11:00 - 11:15	Depart to Phu My Flat Steel Company (VN Steel)
11:15 - 12:45	Plant Visit at Phu My Flat Steel Company (VN Steel)
12:45 - 14:00	Lunch
14:00 - 14:15	Depart to POSCO Vietnam
14:15 - 15:45	Plant Visit at POSCO Vietnam
15:45 - 17:45	Back to Hotel Equatorial